

Making Connections Media Outreach Initiative

Sample Campaign Highlights for 2004

Outreach Extensions

WAGING A LIVING

- The WAGING A LIVING outreach campaign will expand public awareness and dialogue, provide media resources, and work in partnership with public television stations and key community organizations engaged in local initiatives to strengthen families and neighborhoods. Overall, efforts support two Core Results – families have increased earnings and income, and families have increased levels of assets.
- Key campaign resources include AECF's *The Money Trap* and Tavis Smiley's *Road to Wealth* interview series from his PBS show TAVIS SMILEY.

San Antonio, TX

- **Local Production:** At the request of the **Making Connections site team**, KLRN has agreed to do a local production on **predatory lending**. The show will be divided into two modules: background (15 minutes) and local resources (12 minutes). Other stations may use the first module of the show, adding a locally produced second module on local resources for the last 12 minutes. KLRN is submitting its production budget to Outreach Extensions. KLRN's production team will meet with the site's FES team, which will advise the station on the show's content. A local distribution plan will be developed.

Providence, RI

- **Local Production:** The **site team** identified Dorcas House as the lead agency for economic issues in the *Making Connections* neighborhood. Dorcas House and the site team determined that employers and policymakers are the priority audiences for WAGING A LIVING. **Rhode Island PBS** has agreed to produce a half-hour program, targeting these two audiences, which will air following WAGING A LIVING. The show will focus on **employment** rules and regulations and the need for employers to address and solve the economic problems experienced by low-wage workers. The **Making Connections site team** will advise the station on panel participants and accompanying print materials. Governor Donald L. Carderi of Rhode Island will participate on the panel.

Louisville, KY

- **Local Guide for Policymakers:** The **Making Connections site team** will take the lead in collaborating with Kentucky Educational Television to create a WAGING A LIVING discussion/action guide for policymakers. The task includes identifying economic and employment priorities for residents. The Web-based PDF version will be shared with all *Making Connections* site teams. A Spanish language version will be considered.
- **Workplace Essential Skills:** **Kentucky Educational Television (KET)** informed the *Making Connections* site team about the WES project. In 2004, four sites completed the project: Duvall, Spectrum, Project Achieve (Ahrens), and Wayside Christian Mission. These four sites/partners are vital as the funding and housing sources for this particular project, as well as other long-term programs with adult education. **For 2005**, with dollars earmarked for **Louisville Making Connections community organizations**, KET will be funded to continue the WES program.

Hartford, CT

- **Workplace Essential Skills:** In 2004, the Hartford Pilot Program was a collaborative effort that involved the Hartford School District Adult Education Program and five community based organizations that were selected by the **Making Connections site team**. The organizations included Southend Community Services, the Village for Children and Families, Capital Region

Education Center, Co-Opportunity/YouthBuild, and Connecticut Puerto Rican Forum. The purpose of the collaboration was to integrate the Workplace Essential Skills (WES) curriculum into existing curricula offered by each of the program partners. **For 2005**, the Hartford site team established a goal of training 200 people through the WES program. At the conclusion of the WES program, a community screening of WAGING A LIVING will be held in the *Making Connections* neighborhood(s).

- **Local Production:** The *Making Connections* site team identified a need to create more visibility for its recommendations on economic self-sufficiency. Its report, *The High Cost of Being Poor in Hartford*, is based on a mapping survey conducted in the site. Discussions are underway with Connecticut Public Television to produce a local production, based on the recommendations, which will air around the broadcast of WAGING A LIVING.

Des Moines, IA

- **Local Production:** The **Des Moines *Making Connections* site team** and **Iowa Public Television** are continuing to discuss how to collaborate on the production of a half-hour or one hour local show on **predatory lending practices in home mortgages**, which is a major problem identified by the neighborhood. Copies of the show will be distributed to other *Making Connections* site teams and MCMOI stations. The site team will also ask its committee on economic cluster work (Core Results 1 and 2) to view WAGING A LIVING and determine how else it could be used by the site.
- **Earned Income Tax Credit:** The **Des Moines *Making Connections* site team** created public service announcements in Spanish related to its Earned Income Tax Credit program. Over time, these pieces will become part of a larger media strategy focused on economic empowerment in the *Making Connections* neighborhoods.

Oakland, CA

- **Road to Wealth Outreach Package:** The **Making Connections site team** in the Lower San Antonio neighborhood and public television station **KQED** will each receive WAGING A LIVING grants in 2005 to develop an outreach package for the Tavis Smiley **Road To Wealth** interview series. The work will include organizing the program segments on a DVD; additional content on the DVD will include discussion questions and activities for each of the 12 interviews on increasing assets. The package will be distributed to all stations participating in the WAGING A LIVING outreach campaign.

Indianapolis, IN

- **WFYI's Community Advisory Board** comprised of *Making Connections* neighborhood residents and stakeholders, including key community- and faith-based organizations, will watch the WAGING A LIVING documentary and review campaign resources to create a local outreach campaign that will benefit the *Making Connections* sites.

San Diego, CA

- **Local Radio Production:** **KPBS**, the public television station in San Diego, will produce a local public radio production. The station is a strong producer of radio documentaries on social, economic, and health issues. The show will focus on issues related to low-wage workers. It will be distributed to other stations and sites as a prototype and/or for use in their local outreach campaigns.

Ready To Learn

- **AECF's Core Result** that children are healthy and ready to succeed in school has a strong link to public television stations' *Ready To Learn* curricula and workshops. Stations can thus collaborate with the site teams to offer this valuable service within the *Making Connections* neighborhoods to benefit children and families. This may also leverage the Department of

Education funds that stations receive to conduct *RTL* workshops in underserved communities. MCMOI funds augment the *RTL* services that stations provide in *Making Connections* sites.

- **For 2005**, Outreach Extensions (OE) is enlisting many MCMOI stations that are designated PBS *Ready To Learn* stations to offer workshops and media resources to the local *Making Connections* sites. Individual sites are able to customize the workshops to address the range of developmental, health, and educational issues relevant to preparing young children for school. The sites and stations collaborate on making decisions about priority audiences (e.g., parents, childcare providers), the language of instruction, and topics for workshops.

Indianapolis, IN

- **WFYI** has received a grant from the State of Indiana to create *Ready To Learn* workshops with its sister *RTL* stations in the state. Topics will focus on immunizations, health, and fitness. The project will benefit homes and churches that provide children's daycare in the Southeast (36 homes) and Martindale-Brightwood (64 homes) neighborhoods. Outreach Extensions will provide stipends to these childcare providers to attend the *Ready To Learn* training sessions. WFYI will conduct a recruitment effort to secure their participation and manage the stipends program.
- The ***Making Connections* site teams** are discussing with WFYI the potential for additional workshops in the neighborhoods for unlicensed childcare providers; decisions will be made after the sites complete their mapping activities.
- **WFYI** is collaborating with the ***Making Connections* site team** and local library service to establish *Ready To Learn* backpacks and resource centers in the Southeast and Martindale-Brightwood sites. Materials for parents, providers, and children will include videotapes, handouts, curriculum materials, and children's books. They will be drawn from PBS' strong line-up of children's programs including *Sesame Street*, *Between the Lions*, *Caillou*, *Zoboomafoo*, and *Mister Rogers*. Topics include developmental activities, asthma, going to the doctor, conflict, guiding children's anger, parenting, early literacy, media literacy, basic skills for preschoolers, creative/fun activities, and fire safety. PBS' *The Secret Life of the Brain* provides information on infant brain development and training/activity handouts. A set of materials will also be given to Outreach Extensions to use in assisting other *Making Connections* sites.

Louisville, KY

- **Kentucky Educational Television's (KET)** customized *Ready To Learn* campaign serves four primary ***Making Connections* neighborhoods** in Louisville: Smokey Town, Shelby Park, Phoenix Hill, and California. Results in 2004 include the provision of 16 workshops that trained 249 adults (teachers, caregivers, and parents); 2,325 children were reached. Workshops were held at 4C (resource and referral agency), Unseld Child Development, Wesley House, Lincoln Elementary, Jacob Elementary, and four elementary schools in association with Jefferson County Family Education/ Next Steps.
- **In 2005**, ***Ready To Learn*** activities, including workshops and free books, will continue in neighborhood sites. KET projects that at least 16 workshops will be conducted.
- KET plans to provide *RTL* materials and training to the **site teams' School Readiness Ambassadors** who will visit families to communicate the importance of early learning.

Oakland, CA

- **KQED** offers *Ready To Learn* workshops in the **Lower San Antonio (LSA)** neighborhood. The station has active partnerships with two organizations in LSA: the Lao Family Community Center Even Start program and the San Antonio Even Start program. These organizations facilitate monthly parent meetings (10 months per year) using the *RTL* triangle (read, view, do). Designated staff attends bimonthly training meetings at KQED. These sites also participate in other station and community events such as Share A Story, AMERICAN FAMILY, or Children and Asthma outreach. KQED also conducted two workshops with the Lower San Antonio Head Start. **In 2005**, at least four workshops will be conducted in the neighborhood based on local needs and interests.

San Antonio, TX

- **KLRN** conducts *Ready To Learn* workshops in the *Making Connections* West Side neighborhood. **In 2005**, the station projects a minimum of six workshops, which will be conducted in English and Spanish.
- A representative of the station participates on the site team's Ready to Learn committee.

Hartford, CT

- In 2004, Outreach Extensions offered MCMOI funds to Connecticut Public Television and the *Making Connections* site team to conduct five *Ready To Learn (RTL)* workshops related to the AMERICAN FAMILY outreach theme of healthy families and based on the "Heart to Corazón" curriculum. Frog Hollow and Upper Albany/North End were two *Making Connections* areas targeted in Hartford. The workshops were planned to tie into CPTV's ongoing outreach commitment to address the issue of school readiness and children's asthma. The station has been working with the state health department and the Connecticut chapter of the American Lung Association on asthma. Implementation is pending.
- **In 2005**, CPTV will continue to plan *RTL* workshops that meet the needs of the *Making Connections* sites. The **site team** will determine priority workshop audiences and content. Outreach Extensions participated in a planning meeting on January 18, 2005. Part of the discussion with the site team focused on how parents and caregivers may use media resources to support the development of preschoolers. **CPTV** plans to produce *Television Can Teach: A First Step Workshop* as part of its *Ready To Learn* efforts. The MCMOI will pay for the video's distribution if the **Making Connections site team** finds the program useful for its ongoing resources. The Capital Regional Mental Health Center in Hartford, a reentry agency, is interested in *Ready To Learn* as a prototype for a reentry parenting workshop. This will be explored by CPTV in 2005.

Denver, CO

- **Rocky Mountain PBS** has advised the **Making Connections site team** of its willingness to conduct *Ready To Learn* workshops on infant brain development as well as on Reading Rainbow's "Visiting Day" episode, which is part of the Reentry National Media Outreach Campaign. The site is under a communications review and has not been prepared to meet with the station to conduct further planning.

Des Moines, IA

- Outreach Extensions met with the **Making Connections site team** and **Iowa Public Television** in December 2004. Discussions are ongoing about creating childcare provider and parent workshops for the *Making Connections* neighborhood. The site is very interested in involving the station in this work.

Providence, RI

- **Rhode Island PBS** is prepared to offer workshops in prisons tied to reentry as well as workshops in the **Making Connections site**. The latter could engage parents, grandparents, or home-based childcare providers and be conducted in English or Spanish. The site team has not yet determined which neighborhood organization can take the lead in working with the station.

Milwaukee, WI

- **In 2005**, **Milwaukee Public Television** will host two train-the-trainer sessions on *Ready To Learn* in the **Making Connections neighborhood**. Outreach Extensions will contract with Donna Chandler, National Director of Outreach Training for **Sesame Workshop**, to conduct the training for some home-based childcare providers (87 homes) in the neighborhood. Sesame Workshop has the most appropriate *Ready To Learn* facilitation capacity in public broadcasting for the needs of the neighborhood. Child development/parenting topics of interest to the neighborhood will be selected. The **Making Connections site team** asked

whether training and resources are available for the Hmong language and culture. OE is assessing the capacity of public television stations to identify one that can conduct training in that language.

Seattle, WA

- In 2004, **KCTS** repeatedly offered to conduct *Ready To Learn* workshops in the ***Making Connections*** site. The site team has not yet met with the station about this opportunity.

Reentry National Media Outreach Campaign

- The Reentry National Media Outreach Campaign expands public awareness and dialogue, provides media-based resources, and works in partnership with key organizations engaged in local initiatives to strengthen families and neighborhoods. The campaign facilitates discussion and decision making about solution-based reentry programs that foster public safety and support healthy communities.
- The development and distribution of a range of media tools and resources enables the campaign to serve diverse audiences and support their work in building community networks, programs, and support structures. Tools and resources include the following:
 - 17 television documentaries
 - One public radio documentary
 - Episode in a children's television series
 - 3 non-broadcast outreach videos (one is in production)
 - DVD of an outreach video and resource guide; a faith-based DVD will be produced
 - Print materials – reentry resource guide and discussion/resource guides for most productions
 - Comprehensive and interactive Web site (www.reentrymediaoutreach.org)
 - Communication vehicles including the Reentry E-Newsletter

Providence, RI

- **Rhode Island PBS'** (RIPBS) 2004 Reentry Project was the first outreach campaign the station had undertaken, and the first opportunity the station had to work on an MCMOI campaign in collaboration with the ***Making Connections*** site team. Partners included representatives of ***Making Connections*** (Jim Alexander and Carol Scott), RI State Prisons, RI Department of Corrections, Drug Reentry Court, the Public Defenders Office, and Family Life Center. The latter, the lead reentry partner for the campaign, was identified by the site team. **Four public screenings** were held in the most populated areas of the state to which former prisoners return: Warwick (October 12), Newport (November 9), Providence (November 16 in the *Making Connections* neighborhood), and Pawtucket (November 23). Partners hosted the screenings, provided discussion leadership, and invited constituents. At all events, individuals who were formerly incarcerated were able to voice their concerns and identify their problems. The partners also created an informational brochure/flyer (English/Spanish), with community resources, which was distributed at all events.
- A highlight of the campaign was the **live studio broadcast** of a Town Hall Meeting conducted at RIPBS as part of its public affairs program *Thirteenth State*, hosted by Paul Zangeri. Panelists included Robyn Frye and Elmer Stanley, who are both active in *Making Connections* Providence. The statewide broadcast occurred on November 18, 2004. The event was presented by Reentry Campaign partners including *Making Connections* Providence and Family Life Center.
- RIPBS featured three Reentry Campaign documentaries as a reentry programming strand, which was broadcast during fall 2004: ROAD TO RETURN, October 7; MANHOOD AND VIOLENCE: FATAL PERIL, October 14; and WHAT I WANT MY WORDS TO DO TO YOU, November 4. RIPBS will create another reentry programming strand for broadcast in 2005 that will feature several additional Reentry Campaign documentaries.

- **RIPBS** and **Making Connections Providence** are applying for a Reentry Campaign grant in **2005**, with a focus on women, girls, and families. OMAR AND PETE will be one of the selected documentaries – for broadcast and outreach. **The Making Connections site team** has developed a new advisory committee to work with the station to select the documentaries.
- Providence is one of the filming sites for *To Serve This Present Age: Reentering Through Faith*, the Reentry orientation/training video for clergy. Individuals and sites were recommended by **Making Connections Providence**. The **Family Life Center** was also one of the organizations presented in the *Outside the Walls* resource guide. Rev. Michelle Sullivan, one of the co-founders of the Center and Sol Rodriguez, its executive director, were interviewed. Filming of a meeting of a mentor and mentee who were brought together by the Family Life Center was done inside a Minimum Security facility. Rev. Janice Thompson, who is the founder of the **River of Life Church** as well as a chaplain for the Rhode Island Department of Corrections, was also videotaped. **Rev. Robyn Frye**, who works with the West Elmwood Development Corporation in Providence, RI, was filmed during a Washington DC conference. Rev Frye is also a member of the *Making Connections* Local Learning Partnership Coordinating Council and is a board member of Women in Transition.

Oakland, CA

- **KQED** Education Network's Reentry Project combined intensive workshops for female offenders and former offenders, screenings for youth on probation, a community screening for residents in the **Lower San Antonio neighborhood**, and a presentation of *Outside the Walls* to an alliance of providers. Partners included: Alameda County Ex-Offenders Providers' Alliance, EastSide Arts Alliance, Project Pride, Center for Young Women's Development, San Francisco Sheriff's Department (RSVP program), and Community Works.
- Four **creative arts workshops were conducted at Project Pride**, a residential shelter for women who have recently been released or diverted by the justice system to an alternative to incarceration program. Every five weeks beginning in May 2004, the women at Project Pride participated in weeklong intensives. Over four days, two master teachers and an on-staff drama therapist guided the women through writing, movement, and spoken word exercises that led to a performance on the fifth day. Each of these workshops started with viewing a film: WHAT I WANT MY WORDS TO DO TO YOU, GIRL TROUBLE, PRISON LULLABIES, and MANHOOD AND VIOLENCE: FATAL PERIL. As a result of the workshops, Project Pride made some institutional changes: 1) implement creative arts workshops throughout the year by hiring a second drama therapist; and 2) implement five-day intensives for some of its other classes such as parenting. KQED and Project Pride recognized that their partnership had just begun to explore the potential of using media and art in the offender/former offender community. KQED received a National Center for Outreach Connector Grant that will give the station the opportunity to deepen its understanding of how media and the creative arts can work together.
- Using EVERY CHILD IS BORN A POET: THE LIFE AND WORK OF PIRI THOMAS, KQED partnered with the **EastSide Arts Alliance** to convene a community screening of the film, along with live music and performance poetry by local artists and activists, including Avotcha and John Santos. Ninety people attended this successful event. The screening kicked off the Final Friday's Microcinema, a monthly film series held on the last Friday of each month at the EastSide Arts Alliance in the Lower San Antonio Neighborhood.
- As the presenting station for GIRL TROUBLE, KQED will support this film's broadcast and community utilization as part of its 2005 campaign activities. The outreach video produced by Dean Radcliffe-Lynes on the Center for Young Women's Development (also presented in GIRL TROUBLE) will also be part of the campaign. The station will work with the **Lower San Antonio neighborhood** to plan and implement the project.
- KQED's first screening event for GIRL TROUBLE, including a panel discussion, took place at the East Bay Center for the Performing Arts in Richmond, CA on November 10, 2004. The event was part of Bay Area Mosaic and was made possible by a grant from Chevron Texaco.

Indianapolis, IN

- With support from The Annie E. Casey Foundation, WFYI produces a local 13-part series called **Communities Building Community**, which launched its second season in July 2004. The series began airing statewide on Indiana's public television stations in August. One program profiled PACE, a reentry organization in the *Making Connections* neighborhood. This profile is featured on the Reentry Campaign Web site, including a video clip, program description, and producer notes. Videotape copies will be circulated by the Reentry Campaign in 2005.
- Evelyn Ridley-Turner, commissioner of the Indiana Department of Corrections was interviewed for **To Serve This Present Age: Reentering Through Faith**, the Reentry orientation/training video. Other interviews included Suzanne Miller, executive director of Craine House; and J.T. Ferguson, the executive director of PACE-OAR. These two organizations were recommended by the **Making Connections site team**. A short video on PACE-OAR is featured on the Reentry Web site.
- **WFYI** partnered with local and state organizations to highlight the complex issues that confront individuals and their families as they reenter the community following their incarceration. These efforts enabled the collaborators to leverage diverse initiatives that were already underway at state and local levels. The project explored themes of youth development, family preservation, transition, faith, and community building through screenings, trainings, and public discussions. As a result of this work, the plight of children, youth, and families engaged in the criminal justice system and reentry became more apparent to social service providers. New informal and formal relationships supported stronger services. Partners included Volunteers of America, Marion County Commission on Youth, Craine House (transitional housing), PACE/OAR (Public Action in Correctional Effort, Inc. and Offender Aid and Restoration, Inc.), Mentoring Children of Promise (a service of CHOICES), and Brenda Johnson, the **Making Connections** communication consultant.
- Four Reentry events occurred in 2004. (1) September 8, **Indiana Women's Prison**, Arlene Lee, Federal Resource Center for Children of Prisoners, and a panel of local experts talked about family preservation programs. (2) September 29, **The House at Glendale Mall** (services for youth). (3) October 19, **Theodora House** (women's transition services). The fourth event, a 2004 **Spirit and Place Civic Festival** event, included an additional partner, The Writer's Center of Indiana. This annual festival attracts thousands to collaborative events that feature the arts, humanities, and religion. The 2004 theme, "Building and Belonging," allowed WFYI and its partners to create a program that enabled participants to consider community within the walls and outside the walls of a prison, using WHAT I WANT MY WORDS TO DO TO YOU.
- WFYI will confer with its Community Advisory Board, which includes **Making Connections** neighborhood residents, representatives of community- and faith-based organizations, and community stakeholders on 2005 Reentry Campaign plans. The group will also select campaign documentaries to be used.

Des Moines, IA

- The Reentry Campaign saw a strategic opportunity to attend the screening of the feature film REDEMPTION, and round table discussion "Being Proactive When Dealing with Youth Violence." REDEMPTION, which originally aired on television's FX network, is the story of Stanley Tookie Williams, founder of the Crips street gang. The event was hosted by the **Making Connections Director's Council on Reentry** and the **Creative Visions Human Development Center** in Des Moines on August 24, 2004. Outreach Extensions will work with the Director's Council in 2005 and 2006, providing the Council and its individual member organizations with Reentry Campaign media tools and resources.
- Outreach Extensions (OE) traveled to Des Moines on December 7 – 9, 2004. (1) OE participated in a strategic planning meeting with **Making Connections Des Moines**, the **Reentry Coalition** (including the Director's Council on Reentry), and **Iowa Public Television (IPTV)**. OE suggested ways to integrate Reentry media resources into existing citywide reentry efforts. (2) OE provided information to IPTV on Reentry Campaign productions and resources and worked with the station to decide what activities it could undertake. Outcomes

of meetings included the following: the **Director's Council on Reentry will be offered a 2005 Reentry grant**; the station will not seek a Reentry grant. OE will advise the Council on how to integrate the campaign's media resources into the strategic plan developed by the Council. Campaign documentaries will be shared with all of the working committees; each committee will select documentaries that support its work.

- The **site team recommended faith leaders** who were interviewed/filmed for *To Serve This Present Age: Reentering Through Faith*. These included: Presbyterian minister Bob Cook who founded Hansen House of Hospitality and its current director Mario Hayslett; Dr. Anthony Grasso, head of the Director's Council and project manager Charles Allen Spencer; and Dan Berry, senior pastor, The Corner Stone Family Church; and Denise Aikoriegie, executive director of Pathway Enterprises, a program of the church.

Hartford, CT

- **In 2005**, Reentry Campaign activities and funding will go directly to **Making Connections Hartford**. Ana-Maria Garcia and Mike Salius are in the process of identifying a lead reentry organization on which to build the project.
- In 2004, **Connecticut Public Television (CPTV)** worked with the local **Making Connections site team** to produce three forums, two on the theme of "Family" and the other on "Faith." The campaign coincided with CPTV's move from Frog Hollow to its brand new facility in Upper Albany/Asylum Hill. Partners included Community Partners in Action, the Capitol Region Conference of Churches, Upper Albany Neighborhood Collaborative, Institute for Community Research, Concerned Citizens for Humanity, and Families in Crisis. To launch the campaign, CPTV assembled a planning committee, which established objectives including raising awareness within the reentry community about existing programs and identifying ways to make these efforts more effective, and raising awareness about reentry issues among policy leaders and the general public. The station also involved neighborhood residents.
- Two screening events were conducted. GETTING OUT was screened on September 30th and MANHOOD AND VIOLENCE: FATAL PERIL on October 14, 2004. Both events were part of the station's Family Forum and focused on the issues of family strengthening. Audiences were primarily composed of reentry program professionals who work with returning men and women and their families. A final 2004 screening took place on November 4. Featuring GOD AND THE INNER CITY, the event was part of CPTV's Faith Forum for clergy and laypersons. A key partner was the Capital Area Council of Churches.
- **Families in Crisis**, a statewide agency located in Hartford, was identified by the *Making Connections* site team early in the development phase of *Outside the Walls (OTW)* for inclusion in this Reentry Campaign resource guide and video. The organization provides counseling services to former offenders and their families. In addition to using *OTW* in public settings, the agency participated on CPTV's planning committee for its Reentry Campaign. Families in Crisis also received a grant from the Federal Resource Center for Prisoners of Children (funded by the Reentry Campaign). The agency reported on its grant-funded activities related to EVERY CHILD IS BORN A POET. OE will continue to provide Families in Crisis with media tools and resources to assist its reentry work.

Louisville, KY

- The **Making Connections site team** is putting together a reentry committee that is interested in working with the station to create a joint plan for a **2005 Reentry Campaign**. The project is likely to include the READING RAINBOW "Visiting Day" episode. Two additional documentaries may be selected. Outreach Extensions is available for strategic planning early in 2005.

Milwaukee, WI

- **Milwaukee Public Television (MPTV)** will conduct two screenings/guided discussions in 2005 in collaboration with local organizations. Benedict Center, whose work focuses on providing alternatives to incarceration and assisting women with reentry after incarceration, will partner with MPTV to provide local data and experts to speak on the issue. It will also advise the station on organizations and prison ministries that can help educate the general

public. Several of these organizations work inside the ***Making Connections* neighborhood**. Participants will become more aware of Wisconsin's inmate population and the social issues surrounding their reentry into society. They will also be provided with action steps to support the reintegration process. MPTV will cover reentry on its public affairs programs: *Adelante!* (Spanish language series), *Black Nouveau* (African-American issues show), and *Inside View* (weekly signature public affairs series). *Black Nouveau* will feature a reentry program in the ***Making Connections* neighborhood**. The ***Making Connections* site team** has requested a focus on workforce issues related to reentry.

Atlanta, GA

- Carole Thompson invited the Reentry Campaign to participate in the **Samuel Dewitt Proctor Faith Leaders Conference** in Atlanta. She is convening 25 clergy from the *Making Connections* sites for a series of workshops. Outreach Extensions will conduct three workshops. The first workshop is for the *Making Connections* faith leaders, in conjunction with the Rev. Dr. Robert M. Franklin, at the 2005 Pastors Conference on February 16, 2005. The second workshop will be held later that evening for the full complement of participants in the conference. This presentation will be repeated at the adjoining Lay Leaders Conference on February 18, 2005. All workshops will feature video clips of signature Reentry Campaign productions, along with dialogue concerning the use of media in ministry, particularly focusing on the needs of reentering congregants and community residents.
- **Interdenominational Theological Center** in Atlanta brings together members of the faith, private, public, and health communities to address reentry issues. In 2004, ITC conducted forums in church and community locations as well as presented reentry information as part of an ITC class in pastoral counseling. Events included Georgia State Department of Corrections (September 13), Restoring Hope Conference for Women in Transition (October 2), Urban Ministries Summit at ITC (October 28-29), Tabernacle Baptist Church (October), Ray of Hope Church (November), and Hillsdale Chapel of Truth Reentry Conference (December 4). Project media resources were distributed at all events.

Baltimore, MD

- **Maryland Public Television** conducted a series of community screenings/ discussions in order to build public awareness of reentry issues, provide visibility for local reentry programs, and foster new collaborations to help improve the reentry process for Maryland residents. The project delineated five strands: Faith, Men, Women, Youth, and Education/Employment.
- Reentry events included the following. On December 1, MPT held a screening/ discussion at **Sojourner-Douglass Community College**, highlighting reentering mothers and their children. The audience of nearly 500 people was primarily social work practitioners and adult students. Attendees donated hundreds of items of women's clothing to the women's transitions program of Power Inside. On December 16, MPT and **WHUT**, the public television station located at Howard University, co-hosted an interactive panel discussion about the impact of reentry on intergenerational family members and the resources that are meeting those needs. Guests were asked to bring donations of clothing and non-perishable food items to benefit the transitional programs of Damien Ministries. On January 14, 2005, MPT co-hosted a Reentry Job Fair with **Goodwill Industries of the Chesapeake**. Over 300 former inmate job seekers crowded into Goodwill's headquarters in downtown Baltimore. Ten local employers and staffing services (including MPT) posted job openings and collected resumes from applicants seeking employment. Seminars for employers and resume preparation assistance were offered. Discussions are underway to continue this service at future events.
- The Reentry Campaign will collaborate with **Maryland Public Television** on its new station wide reentry effort that includes a Web site and production/broadcast of reentry programming. This includes features on local programs such as *Direct Connection* as well as a half-hour program on reentry, called *Out from Behind the Fence*, which was broadcast on November 18 and 22. The program includes information on the Maryland Re-Entry Partnership. Additional November programming options included a *State Circle* segment on prisoner reentry; an episode on Child Support as part of *Hard Working Families*, an interview with Prisons Foundation on *ArtWorks This Week*; and ROAD TO RETURN. MPT leveraged its role as the

state's broadcaster to expand public awareness and spark debate on this important topic. VERB! Communications assisted with promotion of the broadcasts and screenings to pertinent organizations and individuals.

- **MPT's Web site** (www.mpt.org/reentry) highlights its reentry effort. Called Navigating the Road to Reentry: A Community Approach, the site includes project facts, programming, and resources. Faith and secular resources are organized according to the six reentry themes (education and employment, health, housing, family, public safety, and faith).

Denver, CO

- **Charity's House Ministries** (CHM), a member organization of the **Metro Denver Black Church Initiative**, spearheaded the 2004 reentry project. CHM planned quarterly public screenings of reentry documentaries in order to raise awareness about reentry in Colorado. CHM will also offer training on the use of media resources to church groups. Partners included Colorado Department of Criminal Justice, Colorado Cure, Colorado Criminal Justice Reform Coalition, Colorado Coalition for the Homeless, Pontiac House, Working Family Center, and New Genesis. The project addressed the growing problem of former inmates' reentry into the community. CHM has started focus groups that involve departments of corrections, community leaders, and concerned grassroots organizations in defining key issues in the state of Colorado related to prisoner reentry. After one year, the groups plan to work on a resolution as well as define action steps for the state of Colorado. Charity's House Ministries will not be offered a Reentry Campaign grant in 2005.
- **Rocky Mountain PBS** in Denver will use the READING RAINBOW "Visiting Day" episode to conduct *Ready To Learn* activities in the **Making Connections neighborhood**. It may also use OMAR AND PETE to focus on substance abuse as part of its focus on health issues.

Detroit, MI

- **Detroit Public Television** (DPTV) planned a sustained outreach effort to raise community awareness about prisoner reentry. The station specifically targeted criminal justice and social work students with the goal of providing resources about real-world experiences that would prepare them for work in reentry. The project worked in partnership with colleges and universities as well as the Capuchin Prison Ministry. **DPTV** will engage the same audience and utilize new Reentry Campaign productions including OMAR AND PETE as part of its 2005 outreach activities.
- Three screenings/discussion events occurred in 2004. On September 30, **Wayne State University** and DPTV hosted an event around the feature film ONE DOWN and the Reentry Campaign documentary GETTING OUT. A panel discussion on prisoner reentry was moderated by criminologist Professor Stuart Henry, chair of WSU's Department of Interdisciplinary Studies. On October 21, for an event at the **University of Detroit/Mercy**, DPTV worked with Professor Robert J. Homant, to host a screening of MANHOOD AND VIOLENCE: FATAL PERIL. Sixty students in social work, criminal justice, and/or psychology were on hand for the screening and follow-up discussion. The third screening/discussion event for A JUSTICE THAT HEALS took place at the **Capuchin Monastery** near downtown Detroit on October 28, 2004. Filmmaker Jay Shefsky and Steve Young, father of the murder victim in the film, attended. The discussion was facilitated by Fr. Tim Kane. Not far from the Monastery, the Capuchin Fathers maintain a halfway house for former prisoners. A fourth event, a screening/ discussion for OMAR AND PETE, took place on November 8, 2004 at **Schoolcraft College** in Garden City, MI. Clarise Stovall, warden of a local prison, served as panel moderator. Other panelists included Robert Pearce, a professor of criminal justice, along with additional Schoolcraft faculty and professionals working in the reentry field.
- Detroit also has a significant Reentry section on its Web site.

San Antonio, TX

- In 2004, the **Making Connections site team** informed **KLRN** that reentry was not a priority issue for them. Whenever possible, however, the station invited neighborhood reentry stakeholders to participate in various events for its Reentry Campaign.

- To launch its 2004 campaign, **KLRN** invited leaders from a number of community organizations to participate in three planning meetings – on March 12, April 8, and April 15. KLRN's partners included representatives from the City of San Antonio, Texas Justice Network and the NAACP Prison Project, Bexar County Detention Ministries, Woman at the Well House Ministries, MATCH/PATCH, Macedonia Baptist Church, Southwest Key Program, Joven, Jireh House, and San Antonio Time Dollar. At the first meeting partners expressed an interest in three issues: public awareness of reentry, youth outreach, and restorative justice. The two April meetings dealt with public awareness and youth outreach, respectively.
- In partnership with the department of criminal justice at University of Texas, San Antonio, KLRN conducted a reentry screening and panel discussion on July 29 as a kick-off for future reentry activities. Video copies of **MANHOOD AND VIOLENCE: FATAL PERIL** and *Outside the Walls* were distributed to attendees.
- The **local reentry directory and informational guide** suggested by the campaign's partnering organizations are still in development. KLRN and its partners will continue working on them.
- **KLRN** unveiled its 2005 reentry screening and community discussion series on November 4, 2004 with its partner, the University of Texas at San Antonio (UTSA) College of Public Policy. Seventy community leaders, educators, and students attended the launch event, which was held at the UTSA Downtown Campus. The screening/discussion series will feature segments from Reentry Campaign films. The project planning team worked together to identify panelists who will be part of each of the six screenings. The 2005 themes are: Barriers to Offender Reentry; Housing, Employment, Health, Special Needs; Family, Faith, and Social Networks; Youth; Women; Best Practices - Programs that Work! **San Anto Cultural Arts Center** will join the campaign in 2005. The Center has a new arts program for people who are incarcerated and recently released. The **Making Connections site team** again advised the station that reentry is not a priority for its work in 2005.

New Orleans, LA

- The **National Religious Affairs Association** of the **National Association of Blacks in Criminal Justice** is providing training for faith-based audiences and law enforcement personnel in Jefferson Parish. Following several planning meetings, the primary training was conducted on August 27 – 28, 2004. Dean Radcliffe-Lynes videotaped portions of the training for inclusion in the Reentry training video for clergy, *To Serve This Present Age: Reentering Through Faith*.
- For its 2004 reentry campaign, **WYES** focused on improving family support services for men and women who were formerly incarcerated. WYES hosted two screenings of portions of *Outside the Walls* with the **Greater New Orleans Violence Prevention Task Force Coalition**. Through research, the group has targeted an area in New Orleans that has the most crime, the most teen problems, and low performing schools. The Coalition wants to use selected films in the Reentry Campaign to convene a community rally in this area, bringing together service providers, policymakers, and workforce development specialists, as well as former prisoners and their families, and concerned members of the community.
- **WYES** participated in a **Substance Abuse Services Alliance Conference** in October 2004. Reentry Campaign media resources and activities were distributed at information tables. A television/VCR played several Reentry Campaign films throughout the conference.

Washington, D.C.

- **WHUT**, the public television station at Howard University, will join the Reentry Campaign in 2005.
- Outreach Extensions is working with Addie Richburg, chief domestic strategist of the National Association of Blacks in Criminal Justice to develop a culturally competent Reentry orientation/training video for clergy entitled *To Serve This Present Age: Reentering Through Faith*. The video will supplement existing training conducted by the National Religious Affairs Association of NABCJ, as well as have application to the work of other faith-based organizations. In addition to "how-to" strategies, the video will provide a rationale for why clergy must be involved as "first responders" in reentry. Interviews planned for

Washington, DC include Rev. Michael T. Bell, pastor of Peace Baptist Church; Rev. Warren Dolphus, president of NRAA; Addie Richburg; and Congressman Rob Portman, (R-OH), co-author of the Second Chance Bill.

- Addie Richburg invited the Reentry Campaign to be part of the NRAA's **Justice Sunday** on January 16, 2005. Thirty-five sites with coalitions of faith leaders were engaged in the issue of prisoner reentry as it affects individuals, families, and communities. Justice Sunday honors Dr. Martin Luther King, Jr. and promotes volunteer service. The emphasis for 2005 is mentoring children with an incarcerated parent. In collaboration with NRAA, Outreach Extensions (OE) produced a promotional reel and announcement brochure for *To Serve This Present Age: Reentering Through Faith* that was distributed at Justice Sunday events. Participants will use the brochure to reserve copies of the new video as well as to sign up to receive the Reentry E-Newsletter. 500 copies of *Outside the Walls* were also distributed. OE is developing an assessment tool related to the Reentry Campaign and its media resources. Justice Sunday events in Philadelphia were filmed for use in the planned training video.

New York, NY

- **WNET** received a \$12,000 grant from the National Center for Outreach for its "**Reentry: Life Beyond Bars**" campaign, which examines ways to support the reintegration process. Reentry Campaign support resulted in the use of campaign documentaries and videos at all events. At a launch lunch in July 2004, over 20 organizations came together to discuss the various needs of reentrants – an historic convening in the reentry community and an unprecedented offer of resources and support. Since the meeting, additional groups have requested participation. WNET is refreshing existing relationships with past partner organizations (e.g., Bedford Hills Correctional Facility, Rosewood High School/Rikers Island), enhancing current partnerships (e.g., Arthur Kill Correctional Facility, Fishkill Correctional Facility), and developing new partnerships (e.g., CURE-NY, the Osborne Association, the Fortune Society, and the Women's Prison Association), as well as expanding the station's reach into communities directly affected by the reintegration of released inmates. Through a minimum of **ten screening/discussion events** developed in collaboration with partners, the project will engage a minimum of 2,500 individuals. Key audiences include inmates, families and friends of inmates, and organizations and institutions that provide services to these groups. Extensive promotion will be conducted.

AGING OUT

Oakland, CA

- **KQED** is working with the **Charles and Helen Schwab Foundation**, as well as Honoring Emancipated Youth and the Alameda County Foster Youth Alliance, to launch an Aging Out Public Education campaign. All four organizations strongly believe that screenings of AGING OUT can act as a convener and powerful communication tool for a much-needed public education initiative around foster care. Through a series of brain trust meetings, brown bag luncheons, and conference presentations, the station and its partners will work to find solutions that will have an impact on employment, education, housing, health, and financial opportunities for youth who are aging out of the foster care system. The **Lower San Antonio neighborhood** is one of the communities targeted for the campaign.
- On November 14, 2004, KQED and the Oakland *Making Connections* site team are planning to screen AGING OUT for the Board of Supervisors at the Parkway Theater in the Lower San Antonio neighborhood. Additionally, KQED will screen AGING OUT for foster youth alumni at the Delancey Street Theater in San Francisco on November 17; the event also targets residents of the Lower San Antonio neighborhood.
- On September 16, 2004, more than 100 people attended the AGING OUT screening and panel discussion in San Jose in partnership with the California Youth Connection. CYC is a statewide advocacy/youth leadership organization for current and former foster youth. Vanessa Roth presented the film and spoke about foster youth. A CYC board member (and

former foster youth) moderated a panel of three former foster youth who are members of CYC. The panel spoke about their experiences emancipating.

- KQED applied for an AGING OUT **radio grant**.

Louisville, KY

- **Kentucky Educational Television**, in partnership with an Aging Out Work Group led by the **Louisville Coalition for the Homeless**, will host a forum on aging out for policymakers on November 16, 2004 as a precursor to the January 2005 General Assembly session. Partners in the Aging Out Work Group will use the documentary and discussion guide with youth served by their agencies, with agency board members, with advocacy groups, and with youth outside the foster care system. Close to the May 2005 air date, the Aging Out Work Group will host a forum similar in format to the legislative forum, but with a message targeted to recruiting volunteers, mentors and foster families. In addition to the **Making Connections site team**, other partners include Metro Louisville Cabinet for Families and Children, Home of the Innocents, Boys Haven, Maryhurst, Buckhorn Children's Center, Bellewood Children's Center, Kentucky Children's Alliance, and YMCA Louisville. The project will engage key audiences in discussing aging out, improve outcomes for youth, and highlight the work of partner agencies providing youth services in the Louisville Metro Area. KET is working with the *Making Connections* site team and other partners to develop materials for the November 16 forum.
- Planned by members of the AGING OUT working group, a **Policy Maker Event** was held on January 16 at Louisville Metro United Way. The event brought together many stakeholders including Department of Juvenile Justice, CASA, Kentucky Cabinet for Health and Family Services, and Coalition for the Homeless. A screening of AGING OUT was followed by personal stories of local youth who had aged out of the foster care system, small group discussions, and the distribution of a policy paper highlighting policy changes needed written by partner organizations. The event was successful on many levels including public awareness and recruitment of community members for boards and mentoring programs. As a result of this event, partners were invited to give a similar presentation to the Health and Welfare Committee of the Kentucky General Assembly.
- KET applied for an AGING OUT **radio grant** in collaboration with public radio station WFPL.

Des Moines, IA

- **Iowa Public Television** and the **Youth Policy Institute** of Iowa are collaborating to expand awareness and encourage dialogue about the emancipation of youth from the foster care system. The partnership will include a screening in Polk County for which the station will reach out to community organizations that work with foster youth. On December 9, 2004, IPTV hosted a kick-off event with Daniella Anderson Rin Hover in an effort to generate interest and additional support for the project. The station will produce, publish, and distribute a *Transition Handbook* in partnership with the **Iowa Youth Connections Council**. An advisory group for the Department of Human Services, YCC youth, between the ages of 14 and 20, are currently in, or alumni of, foster care. The station will host a helpline during the broadcast of the AGING OUT documentary, offering support and information to foster youth and concerned community members. Additionally, IPTV will host screenings and focus groups with youth through partnering organizations. Numerous partners are involved, including **Des Moines Making Connections**.
- The December 9th event was attended by approximately 40 people: professionals in foster care and criminal justice, parents, and youth. One early outcome is that the head of juvenile courts, who was present, plans to use the five video shorts as trainings for staff, probably through brown bag lunches. Iowa's assistant attorney general was also present. IPTV and its community partner are creating a follow-up assessment strategy that they will pursue in 2005.

San Diego, CA

- In partnership with ACCESS' YES program, **KPBS** will utilize community outreach and radio to address the national campaign goals of improving youth outcomes through employment and connections to caring adults. The campaign will increase the number of local businesses offering internships, job shadowing, jobs, and mentoring to emancipating youth. Solution-

based activities include community screenings, Web based resources, and call-to-action radio spots. In addition, KPBS will partner with San Diego State University, KGTV (ABC affiliate), Casey Family Programs, and Just in Time (independent living and mentoring) to connect local youth to caring adults through a Life Skills Coaches program.

- KPBS has already conducted four screenings. The screenings for the San Diego County Health and Human Services Child Welfare Department on August 6 and 13 reached 40 employees and youth. The ACCESS' YES program on August 26 reached 42 youth and adults from the Door of Hope, a home for foster youth who are pregnant or have young children. The screening on August 31 engaged 26 juvenile court judges and attorneys.
- On October 19, KPBS presented plans for the AGING OUT outreach campaign to all staff members (100). The presentation included information about the documentary as well as the station's experience in addressing the issue of emancipation. KPBS staff members were encouraged to participate in the outreach campaign as life coaches/ mentors for foster youth. Some staff has already indicated their interest in participating as mentors.
- KPBS applied for a **public radio** grant.

Detroit, MI

- **Detroit Public Television** will produce a half-hour program that reflects the perspectives and experiences of local youth in foster care. The youth will participate in all aspects of the production, which will be broadcast as a special episode of *American Black Journal*, a weekly public affairs program. Additionally, DPTV will host a phone bank and provide a hotline during the broadcast of the program. DPTV will utilize its television, radio, and Web resources to highlight the work of JCYOI to the general public, inform local youth in foster care about JCYOI and its Opportunity Passport, change the public perception of youth in foster care, and recruit adults as foster parents. The designated partner is the **State of Michigan - Michigan Family Independence Agency**.
- **DPTV** has been working with local **JCYOI representatives** to plan a youth summit to be held around the issue of mentoring. Other organizations working on the summit are: Big Brothers Big Sisters, Mentor Michigan VISTA, United Way Community Services, Winning FUTURES, Detroit Regional Chamber, and the Children's Services Division of the Michigan Supreme Court. As a result of their meetings, DPTV has decided to feature members of the Jim Casey Youth Board in the half-hour program the station is producing. DPTV producers met with Executive Youth Board member Mona Purdue, who will assist with the local documentary and be featured in it.
- On October 24, DPTV participated in a conference call, hosted by Connect For Kids, to discuss improving systems of support for youth in transition and using the media to help shape the public discussion.

San Antonio, TX

- **KLRN** will conduct a series of screenings of AGING OUT, featuring a dialogue among school and agency administrators and foster youth. Tentative plans are to convene four of these events in different school districts. The project will increase awareness about the educational challenges faced by foster youth. KLRN and its partners will use these screenings as catalysts to achieve the following outcomes: identify two school district policies that create obstacles for foster youth completing high school; and identify two ways that service organizations can support the educational needs of foster youth. The project will challenge school policies and agency support services so that youth will be better prepared for emancipation with a high school diploma. Partners are **Casey Family Programs** and the **San Antonio Independent School District**.
- On September 30, 2004, KLRN participated in a book signing and reception for *On Their Own* that was held in San Antonio. The station made a brief presentation on its outreach plans for AGING OUT as well as provided information about the national broadcast and campaign. An informational flyer was distributed. KLRN will collaborate with its partners to produce interstitial spots featuring youth aging out of the foster care system; they will share their experiences in the foster care system. Production will begin February-March 2005.

Hartford, CT

- **Connecticut Public Television** formed a steering committee that includes local JCYOI and *Making Connections* site representatives and communication advisors, staff from **Connecticut Voices for Children** (the project's designated partner), members of the local JCYOI Youth Advisory Boards in Hartford and Bridgeport. Until she moved to another city, Daniella Anderson Rin Hover also participated. The committee will help to plan two screenings of the AGING OUT documentary, followed by facilitated discussions hosted by the station. The discussions at these events will become the focus for planning a 30-minute live, televised, interactive town meeting that will follow the broadcast of AGING OUT. In addition to offering an informative discussion on emancipation issues, the television program will also announce resource organizations (names, Web sites, telephone numbers).

Indianapolis, IN

- **WFYI** and its partners will recruit mentors for foster youth and build stronger community and economic supports for youth. The project's goals will be met through grassroots events and strategies to influence social service infrastructures and create a safety net for youth. In fall 2004, WFYI will produce call-to-action interstitials seeking mentors for foster youth. Screenings will include Independent Living Skills conferences and youth councils, MCCOY Research Rap (professionals), and congregational/neighborhood screenings. WFYI and its partners will convene a session during the ninth annual Spirit and Place Civic Festival. AGING OUT will be used as a springboard for civic discourse, and to propel action on behalf of foster and emancipated youth. Daniella Anderson Rin Hover will be a keynote speaker at this dialogue. The project's partners are the **Lumina Foundation** and **United Way of Central Indiana** as well as representatives of **JCYOI**.
- **WFYI and its community partners** accomplished three tasks in September. (1) On September 27, WFYI met with its partners Lumina Foundation, United Way, The Villages, MCCOY, and the JCYOI regional representative to review plans for Indianapolis and assign tasks. The possibility of Gary Stangler presenting at the Indiana Leadership Summit in June 2005 has been mentioned to Martha Lamkin, president of Lumina and board member of the Indiana Humanities Council, which sponsors the event, but it has not been confirmed. Other assignments attempt to present the film to important audiences – the Downtown Kiwanis, foster parents, providers, and others. (2) On September 28, WFYI presented AGING OUT to 16 AmeriCorps volunteer mentors. They viewed the documentary and discussed their reactions. (3) On September 30, WFYI participated in the youth work group, part of the overall planning process for Indianapolis.

St. Louis, MO

- **KETC** and its partners' public awareness campaign will focus on connections to caring adults as well as employment and education. Most importantly, the project will address issues of local significance and examine successful local programs supporting youth in foster care. KETC and its partners will leverage grant funds to secure additional local funding to make this a long-term initiative. The cornerstone of the project will be locally produced segments for KETC's television magazine-style program *Living St. Louis*. The partners will work together on a comprehensive education component to include the creation of localized foster care resource materials. Partners are **ARCHS** and the Missouri **Department of Social Services**.
- **St. Louis** was one of the sites for the book tour for *On Their Own: What Happens to Kids When They Leave Foster Care* by Martha Shirk and Gary Stangler, (Westview Press, 2004). KETC participated in the September 13 event and presented information to the audience about the station's AGING OUT project. KETC also met with the Older Adolescent Homeless Task Force convened by Legal Services of Eastern Missouri. As a result of those events, an additional ten organizations convened at KETC in early November to craft the project in association with the original partners. These organizations are diverse in nature and range from social services and mentoring to employment agencies. They will help to promote the project, disseminate information, and reach key audiences.

Providence, RI

- The goals for the AGING OUT outreach campaign are to increase public awareness about foster care and emancipation in the state of Rhode Island through television, radio, and the Web. **Rhode Island PBS (RIPBS)** and its designated partner **Rhode Island Department of Children, Youth & Families** will convene four screenings throughout the state for foster families and group care providers. Screening places/dates are the following: Warwick Public Library on February 9; Newport Public Library on March 8; the Casey Foundation Building on March 29; and Lincoln Public Library on April 19, 2005.
- Daniella Rin Hover will participate in a town hall meeting at RIBPS that will be broadcast live in May. The date of May 19 or 26 is pending based on Daniella's availability.
- RIPBS meets monthly with the state foster care board to advance the AGING OUT campaign. They are working to put up a billboard on State Route 95 (a heavy commuter route) during the month of May to raise awareness and inspire attitude changes. The Governor has begun a statewide campaign to raise awareness for foster youth and to involve state employees and agencies; he has sent out 17,000 letters.
- RIPBS was successful in bringing Governor Donald L. Carderi of Rhode Island into the campaign.

Washington, DC

- In October, **WETA's** original partner, Covenant House, advised the station that it could only have a small role in the AGING OUT campaign due to the departure of its executive director and the celebration of its 10th anniversary in May 2005. WETA is considering other strategies and partners. **WETA** is hosting a meeting with potential partners in the second week of January 2005. Those planning to attend include: Joseph Montgomery, Consortium of Youth Services; Judith Dobbins, Covenant House; and Naoka Care, Children's Law Center. Others who may attend (response is pending) include Ruth White, Child Welfare League of America; and Tommy Wells, Constorium of Child Welfare. Joseph Montgomery has expressed an interest in doing a screening of AGING OUT for his board. He also wants to do two forums with his constituency of agencies. Daniella Anderson Rin Hover, who has recently moved with her family to Washington, DC, is working with WETA on its campaign. WETA will submit its outreach proposal in January 2005.

New Orleans, LA

- **WYES/New Orleans** will create outreach events that will bridge AGING OUT to the station's Reentry Campaign. Hurricane Ivan warnings (9/13-16) pushed back many scheduled events for WYES including the AGING OUT screening planned for September 13th. WYES hosted a mini-screening with administrators from Hope Haven Center on October 12. This residential treatment center houses foster care and/or juvenile offenders ages 12-17, and includes a very good Independent Living Skills (ILS) program. The directors thought it would be beneficial to have the youth view AGING OUT and listen to their feedback. The Youth Advisory Board is also planning a retreat; the ILS administration believes the film may offer insights into the roles this group might serve.
- Partnering with CASA, **Louisiana Public Broadcasting (LPB)** will increase awareness of the problems facing emancipated youth. The station will host screenings and panel discussions for CASA volunteers, state and local foster youth case workers, and public officials who can help solve the problems associated with youth aging out of the system. The campaign will lead to more in-service training for people who work with youth. In addition, LPB hopes that this project will educate lawmakers about ways to improve opportunities for foster youth.
- On October 28, LPB met with members of the Baton Rouge Area CASA at the station. LPB showed the video short featuring Thomas Hudson as well as hosted a panel discussion about the problems associated with aging out of foster care in the local area. In January, LPB will meet with state and local workers in the foster care system as well as with legislators, judges, and others who can provide legislative help for foster youth. CASA has invited U.S. Senator Mary Landrieu, a major proponent of adoption and foster care, to attend.

Atlanta, GA

- **Georgia Public Broadcasting** and **The Community Foundation of Greater Atlanta** will partner on an outreach campaign that will focus on issues and challenges to young people in foster care in Georgia – including higher education, employment, healthcare, and financial independence. Using AGING OUT as a springboard for discussion and action, the campaign will encourage Georgians to develop solutions to these challenges through the following activities: production of a 30-minute television special that will explore foster care issues affecting youth in Georgia; and creation of interstitials that highlight specific foster care issues. The campaign has contacted the office of Georgia's First Lady, Mary Perdue, who is very actively involved with foster care issues, in the hope of involving her in the project.
- **GPB** has met with its partners as well as other community organizations and has decided to produce a half-hour documentary on foster care. The station will have more to report about this in February 2005. With the proposed change in the airdate for AGING OUT, the station is still looking at May 2005 for its primary activities, including broadcast of a local production on foster care.
- **Atlanta** is one of the sites for the planned book tour for *On Their Own: What Happens to Kids When They Leave Foster Care* by Martha Shirk and Gary Stangler, (Westview Press, 2004).

Denver, CO

- **Rocky Mountain PBS** will collaborate with **Mile High United Way** to create awareness and outreach for AGING OUT. The goal is to train emancipated youth on parenting skills; discuss access to health care; and provide financial literacy training.
- *Ready To Learn*/Grow and Parenting Counts workshops (in English and Spanish) will be presented throughout the five-county metro area to emancipating youth who have children of their own or are expecting. The workshops will extend beyond the airing of AGING OUT and encompass Mile High United Way's Bridging the Gap project.
- Rocky Mountain PBS has recently secured funding to study vulnerable populations and their access to health care. Entitled Healthy Impact!, this 1.5-year initiative includes town hall meetings with community members that are designed to create dialog and implement action plans with respect to all vulnerable populations. As part of its AGING OUT activities, the station will include emancipated youth.
- The **financial literacy workshops** will be conducted by Young American's Bank. The station will videotape and distribute three training sessions to promote the importance of financial literacy. It is anticipated that checking/savings plans, credit usage, and banking terms will be covered. The videotaped workshops will be sent to all of the AGING OUT grantees. The master will be given to United Way so that it can continue to duplicate and use the videos.

Customized Campaigns

Indianapolis, IN

- **WFYI** is establishing a **Community Advisory Board** for its Making Connections Media Outreach Project. Participants will include representatives of community- and faith-based organizations located in the **Making Connections sites** as well as site residents and other stakeholders. The group will work with the station to make decisions on MCMOI campaigns and documentaries.
- **NEIGHBORHOOD AT THE CROSSROADS**, a 56-minute documentary produced by WFYI in collaboration with Southeast residents, tells the story of the power of citizen engagement in transforming the Southeast neighborhood. It was designed as a tool for residents to celebrate, reflect, and document their accomplishments – and to spark future action. A screening of this neighborhood-led documentary was held as a benefit, planned by SUMO, for Lilly Boys and Girls Club on August 26, 2004. WFYI will broadcast the documentary – a pride of ownership piece for Southeast -- twice in September. The resident committee for the Southeast neighborhood has been handling tape distributions to key stakeholders. AECF may wish to consider producing CROSSROADS 2 for Martindale-Brightwood residents.
- WFYI again participated in the **Martindale-Brightwood Back to School** night on August 26, 2004, distributing AMERICAN FAMILY health resources as well as *Ready To Learn* materials and children's books. At the neighborhood's request, WFYI videotaped some background footage of the event, which

attracted over 5,000 people. In 2005, WFYI will also participate as part of its ongoing MCMOI and *Ready To Learn* activities.

- The ***Making Connections* site team** is offering resident media training for the Southeast and Martindale-Brightwood neighborhoods in October 2004. Community leaders will be informed about the opportunity to learn to work with media from experienced professionals as well as learn about opportunities to extend their community outreach with **WFYI**.

Louisville, KY

- Louisville, KY provides one example of how a station and the ***Making Connections* site team** may create local projects that capitalize on the issues in WAGING A LIVING, and, in this instance, build greater awareness about EITC. **Kentucky Educational Television** proposes to develop either a news and information segment or stand-alone show that would be broadcast in either January or February 2005. The program, as presently conceived, will target employers and policymakers. As the site team and station collaborate further throughout the summer and early fall, a separate treatment and proposal will be submitted to OE. Joint planning and filming will be done in Louisville.
- **KET and the *Making Connections* site team** have jointly hired (and will pay for) a person who will function part-time as the site diarist and part-time as the MCMOI coordinator for KET. The person hired is Dana Duncan.

San Antonio, TX

- The ***Making Connections* site team** has asked Outreach Extensions and Joy Thomas Moore to conduct a planning session on the positive framing of messages. The site team wants the greater San Antonio community to be more informed about positive activities in the Westside neighborhood and to stop thinking of the neighborhood as a high crime area. KLRN has agreed to produce a local documentary on the neighborhood, highlighting its progress. The show will air as part of an ongoing local series on KLRN. The site will make duplicate copies of the documentary and take it to local policymakers.
- **KLRN and the *Making Connections* site team** are discussing how to create local segments for PBS' ZOOM. "By kids, for kids," ZOOM is a daily interactive television series that challenges five- to eleven-year-olds to "turn off the TV and do it!" The show's multidisciplinary content-based format teaches viewers how to take an active approach to learning. The national show enables local stations to create a segment highlighting volunteerism by local youth. The site team will advise the station on youth groups in the *Making Connections* neighborhood.

Seattle, WA

- **KCTS/Seattle** plans to produce a local television program on **White Center** that will feature program sites and neighborhood stakeholders. OE will work with the station and *Making Connections* site team to develop an outreach plan. Segments of the program will be featured as part of the Community Conversations.
- **Youth Media Institute:** Youth in White Center are working with the *Making Connections* communication specialist to use THE NEW AMERICANS and other television programs as a basis for their work in **media literacy**. **The Annie E. Casey Foundation** is funding the production.

Other Sites

- Through KQED, Outreach Extensions will support documentary screenings relevant to MCMOI campaigns at the **EastSide Arts Alliance** in the Lower San Antonio neighborhood in Oakland, CA as part of its film series in 2005.
- **Georgia Public Broadcasting** will continue to distribute copies of DEFYING THE ODDS, a local production funded in part by The Annie E. Casey Foundation. The film tells the dramatic stories of five high school students who were given a chance to break free from their impoverished neighborhoods to make something of their lives. Three of the students were attending college with full scholarships from the Merrill Lynch Corporation.
- Outreach Extensions will coordinate with **Maryland Public Television's** station wide initiative that will begin in November 2005; each year the station identifies and implements a new initiative.
- **Connecticut Public Television** will produce the annual installment of its locally produced program. *Looking through my Lens...Kids on Diversity*. This one-hour program is broadcast live from its studios – formerly in Frog Hollow and now in Upper Albany/North End. Youth of different ages and ethnicity work with a CPTV producer – from concept to edit – so they can tell their stories in their own words and images. The segments will be shown during the live broadcast as catalysts for discussion among the student audience. Topics reflect MCMOI issues and AECF's Core Results.

RACE IS THE PLACE

- Outreach Extensions developed a **package of information** to inform *Making Connections* sites and organizations as well as public television stations about the upcoming outreach campaign. A **Discussion Guide** for youth is also in development.

MCMOI CAMPAIGN MANAGEMENT

Ongoing MCMOI responsibilities of Outreach Extensions include:

- Conduct ongoing **strategic planning** to achieve results for stations and *Making Connections* neighborhoods,
- Identify and **cultivate relationships with new national partners** that can assist the overall MCMOI.
- Develop **bridge building strategies** and activities to integrate objectives, activities, and resources among diverse MCMOI campaigns.
- **Leverage opportunities for the MCMOI as part of larger campaigns** funded by, for example, PBS and CPB.
- **Link campaigns to national initiatives** that will build visibility for individual media projects and strengthen partnership opportunities to achieve better outcomes.
- **Identify and review potential productions** and related opportunities for inclusion in the MCMOI – across all 22 sites or selected for a single site.
- Deliver **strategic communications**, including a quarterly **electronic newsletter**, campaign **readiness materials**, and Web site.
- Updates and maintains the **MCMOI Web site** (www.mcmoi.org). The site provides information on national and local outreach campaigns and reports on the activities of stations and the local *Making Connections* sites/neighborhoods.
- Coordinate with PBS-related entities, such as the **National Center for Outreach** and ITVS (Independent Television Service), to alert stations in the 22 cities to additional grant opportunities to support MCMOI campaigns.
- Participate in key **conferences** to present the MCMOI and conduct trainings as needed.
- Provide **one-on-one technical assistance** to advance outreach capacity at individual stations and assist them with planning and implementing innovative strategies to deliver effective outcomes. Technical assistance to *Making Connections* sites assists them with integrating media resources within their planning and implementation.
- Prepare **evaluations and reports** to document progress and outcomes.
- Provide **financial management and grant compliance**.



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